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With Thanks to Conal and the Team at Kingfisher Realty

When looking around for an agent to entrust with the sale of our house, we met with Conal Martin and another agent. Whilst we were very impressed with Conal's straightforward manner and obvious experience in our area, we decided to engage the other agent. After a failed auction and several very disappointing months on the market, we called Conal back and asked him to take on task of selling our house.

Over a number of years we have sold several houses and thought we had learnt a few lessons. We learnt them again. Big flashy advertising campaigns primarily benefit the real estate agent by promoting their profile with huge colour lift-out in the Real Estate sections of the expensive weekend papers. What we had previously learnt was, every serious home hunter reads every ad in the paper for the area in which they are searching, including the small classifieds. There is no need to run full page colour ad to sell a house. Besides, most enquiries these days originate from the internet. The series of small classifieds placed by Kingfisher Realty with our Open Inspection times attracted as many, or more lookers, than the thousands of dollars worth of half page ads that we were convinced to provide for the first agent.

After a short hiatus to allow the house to 'cool off', Conal re-launched the marketing of our house and sold it after 4 weeks. We felt that Conal was very much tuned into our house and understood the benefits that it had to offer the market that it suited. Unlike the previous agent who consistently attempted to lower our price expectations from very early in the campaign, constantly telling us, "the market says it's too small, not enough bedrooms, there's no pool." Conal simply told us, "it's a beautiful house and we will achieve your price".

Well, ultimately we would have liked more than we finally achieved, however it is a tough market.

Throughout the process Conal and the Team at Kingfisher kept us well informed of all activity. They are a very professional company, we won't hesitate to engage Conal and Kingfisher Realty when we are ready to sell our next house.

Greg & Gerri Smith